

The Healthy Habits for Life Initiative at Sesame Workshop



Sesame Workshop

Who We Are

Sesame Workshop is a non-profit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs.

What We Do

We create innovative, engaging content that maximizes the educational power of media to help all children reach their highest potential.

Why We Do It

We are committed to the principle that all children deserve a chance to learn and grow. To be prepared for school. To better understand the world and each other. To think, dream, and discover.



Sesame Workshop “Healthy Habits for Life”

In response to the growing crisis of childhood obesity, Sesame Workshop has launched “Healthy Habits for Life”:

- A multi-year, content-driven initiative to help young children and their caregivers establish an early foundation of healthy habits that can last a lifetime.
- Developed with leading experts in the areas of preschool health, nutrition, physical education, endocrinology, and pediatrics.
- Utilizes Sesame Workshop’s various media channels to deliver age-appropriate, educational and compelling health messages.
- Ultimately empowers children and families with greater knowledge and appreciation for their bodies.



Overview of the Initiative

What we offer preschool children:

- Furry *Sesame Street* friends who model fun ways to move and play.
- Encouragement to explore and enjoy healthy foods.
- Opportunities to build self-confidence and feel good about themselves.
- Fun and age-appropriate ways to stay healthy, strong and happy everyday.

What we offer parents and caregivers:

- Information about fun ways to help young children try a variety of new, healthy foods.
- Tips for how to make physical activity a fun part of everyday family life.
- Acknowledgement of how challenging it can be to eat well and stay active in today's society.
- A trusted resource of accessible, clear, and practical information about fun ways to help their children live healthier lives.

The Sesame Difference

- Reaching an underserved target – preschoolers and their caregivers
- Emphasis on prevention vs. intervention
- Reaching those most at need
- Multiple media platforms
- The fun, fur and playful inspiration of *Sesame Street*

Preliminary Research to Inform Healthy Habits for Life Initiative

- Children's understanding of the meaning of "healthy"
- Children's perceptions of healthy food (e.g. What foods are healthy? Do "cool" kids eat healthy food)
- The role of *Sesame Street* characters in increasing the appeal of healthy foods

What does “healthy” mean?

46% of the children mentioned something relevant, of those:

- 58% mentioned food
- 27% mentioned feeling good, or not being sick
- 21% mentioned “growing”
- 10% mentioned exercise

How does someone get healthy?

56% of the children mentioned something relevant, of those:

- 86% mentioned food
- 19% mentioned feeling good, or not being sick
- 10% mentioned “growing”
- 10% mentioned exercise

Quotes

What does healthy mean?

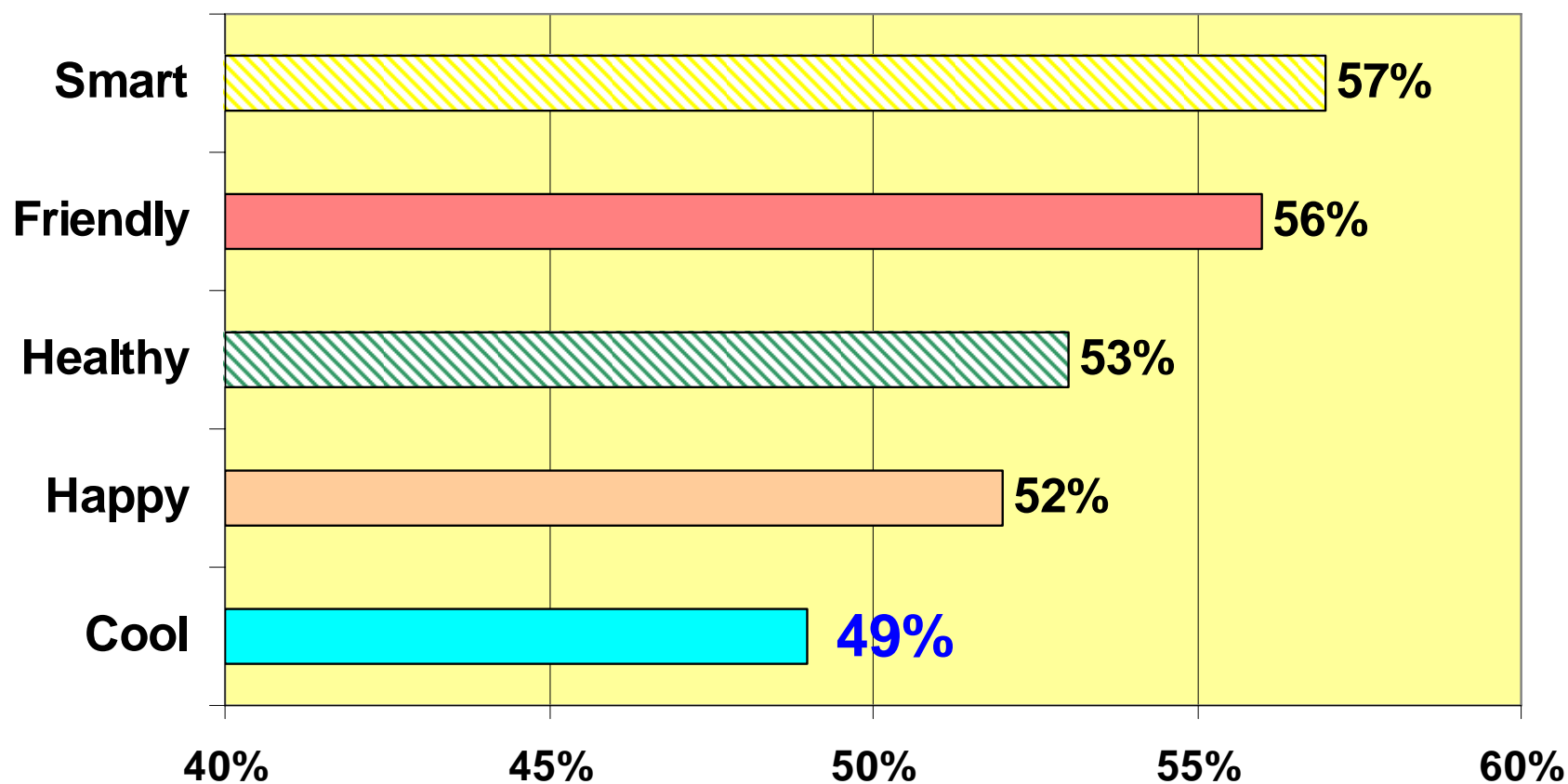
“Smart, strong” (3F)

“You eat carrots, you eat beans, you eat broccoli and you eat salad” (4F)

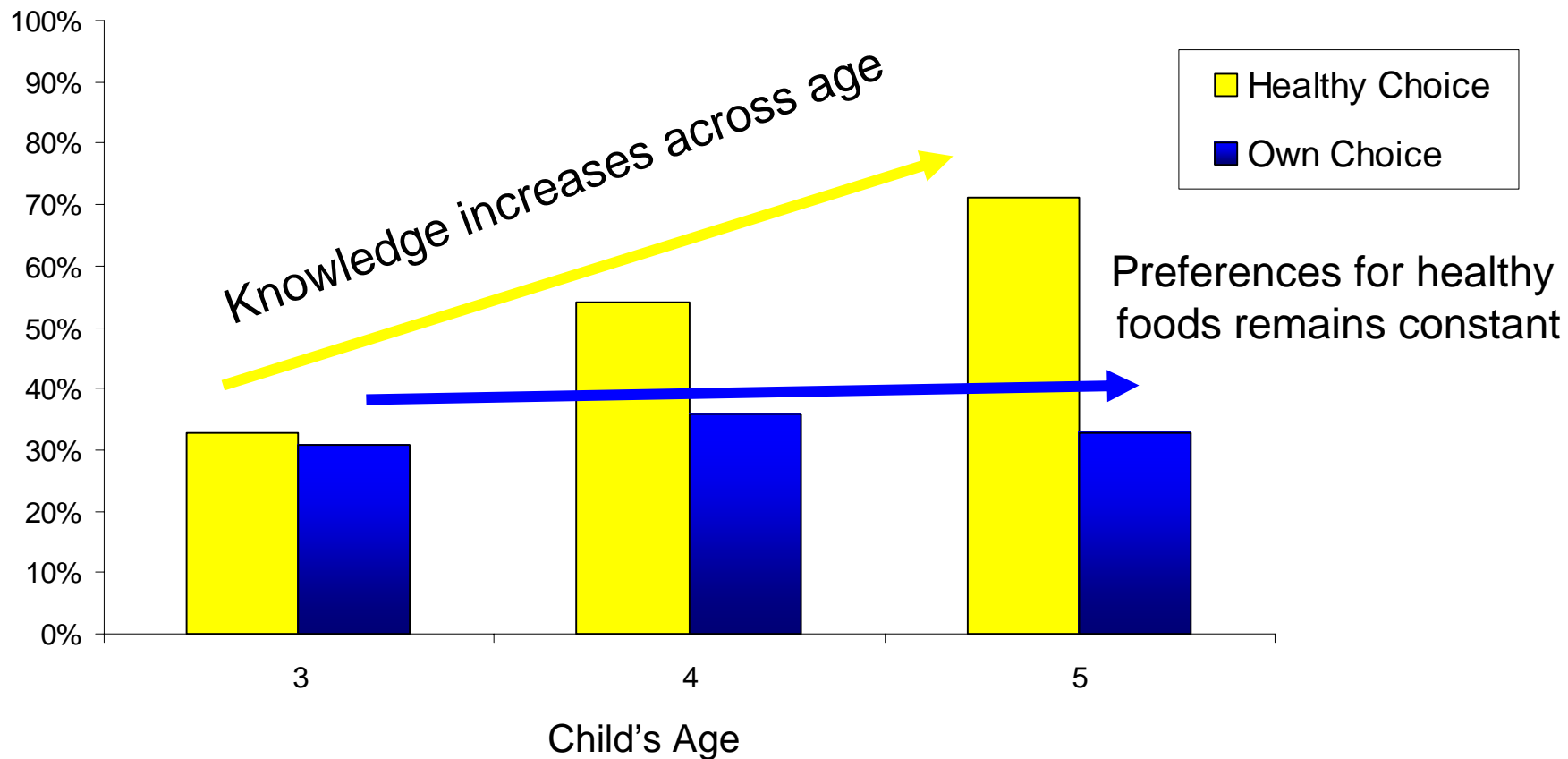
“You are not sick you don’t have a fever.” (4M)

“You are smart and you can do a lot of things like move, if you get fat you can’t move and that’s not healthy. It means you can run fast to do karate.” (5M)

Preliminary Findings: Average percent of time children associated a healthier choice (versus a less healthy choice) with the following characteristics:



The average percent of the time children chose the healthier option by age:
Which food would the healthy child eat? Which food do you want to eat?



Percent of children choosing the food option as the one they would want to eat



61%



39%

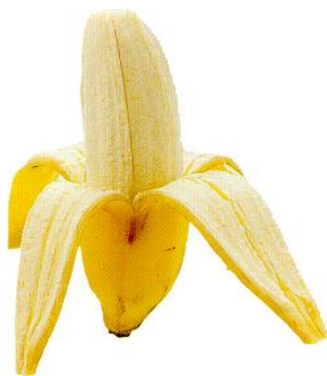
Percent of children choosing the food option as the one they would want to eat



61%



75%



39%



25%

Percent of children choosing the food option as the one they would want to eat



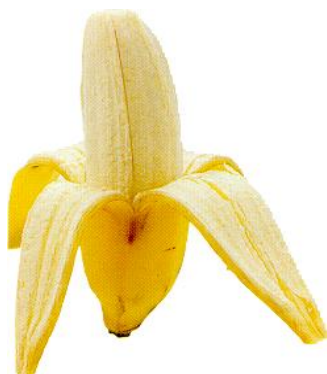
61%



75%



37%



39%



25%



63%

Percent of children choosing the food option as the one they would want to eat



22%



78%

Percent of children choosing the food option as the one they would want to eat



22%



50%



78%



50%

Percent of children choosing the food option as the one they would want to eat



22%



50%



11%



78%



50%

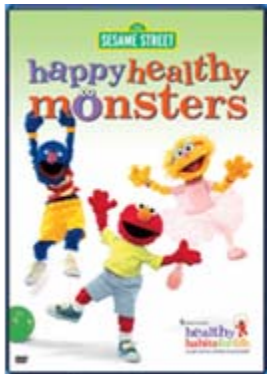


89%

Recommendations

- Explore more avenues to increase children's understanding of health.
- Provide creative ways to boost the images of healthy foods.
- Use popular characters to increase children's interest in healthy foods.

“Healthy Habits for Life” Content Elements



DVD/Home Video



Sesame Street Season 36

Licensing



Live Entertainment



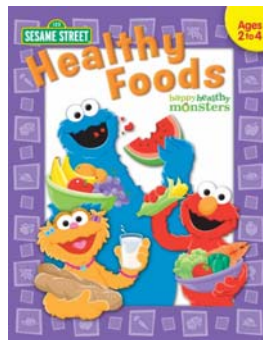
PSAs

Outreach Materials



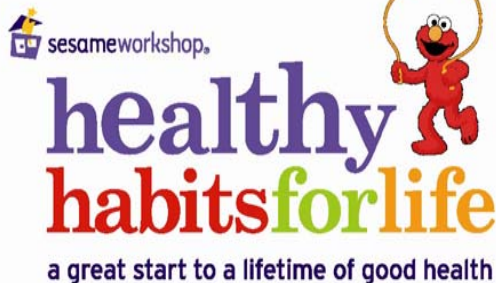
Online

Print/Publishing



“Healthy Habits for Life” Partners

Sesame Workshop has assembled a coalition of highly respected partners that are leaders in their fields to develop and distribute “Healthy Habits for Life” multi-media, age-appropriate materials that are targeted to preschoolers and caregivers



Parenting

